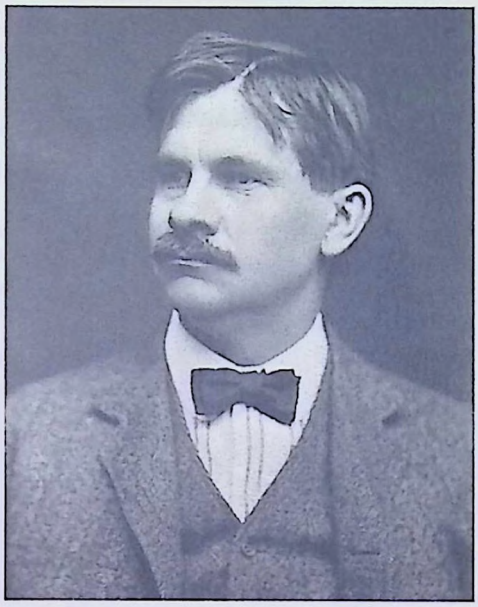
Mr. Stickley's Catalogues



Gustav Stickley

An Exhibition Produced by
the Stickley Museum at Craftsman Farms

February 2008

at the

21st Annual Arts and Crafts Conference
Grove Park Inn
Asheville, North Carolina

N
6537
.S74 A4
2008

INTRODUCTION

The catalogues seen in this exhibition provide a first hand glimpse into the world of Gustav Stickley, the development of the American Arts and Crafts movement and life at the beginning of the 20th century. He believed in the Arts & Crafts ideals of leading a simple, honest life surrounded by simple, but well-designed things. He wanted to set a high bar particularly for material culture of the time by creating well-designed goods that fit with these ideals. He believed that it was important to get his messages out to a broad public. The catalogues and other material displayed in this exhibition, served that purpose. They spread the word, not only of the goods he offered including furniture, hand-wrought metal work and fabric & needlework, but of his other enterprises such as The Craftsman Building, Architectural Services, The Home-Builders Club, The Craftsman Restaurant, etc. Some of the catalogues, similar to mail and online catalogues of today, presented his products to his customers, with prices, photos, and other details. Newly introduced postal rate limitations on magazine subscriptions made his magazine, The Craftsman, an ideal way to not only present his products and services, but to establish context for them. Some of the other publications served to encourage magazine subscriptions with ads about it and special subscription offers. The design of the publications, including the illustrations and shop marks used, gave a visual image to his message.

The catalogues presented in *Mr. Stickley's Catalogues* demonstrate that Gustav Stickley was a consumer products marketer, a genius head of a design studio, a brand name and a lifestyle. These roles are only significant if they are viewed as being important to this man, as a genuine Progressive, who tried to achieve a social good, above and beyond marketing. It is our hope that GPI attendees view the exhibit with that perspective.

ACKNOWLEDGEMENTS

The Craftsman Farms Foundation would like to thank David Cathers, Tim Gleason, and Thomas Gleason for their guidance in gathering and organizing the materials for the 2008 GPI audience to see, study and enjoy. The unwavering enthusiasm and commitment of the project team made this exhibition happen. The Farms would like to give particular thanks to both The Crab Tree Farm Foundation and David Cathers for sharing their important collections and for believing in the importance of this material as tool to provide a better understanding Gustav Stickley, the American Arts & Crafts movement and the world in the early years of 20th century.

We'd like to thank Bruce Johnson, Director of the Grove Park Inn Arts & Crafts Conference for inviting us to put on the exhibit at the 21st Annual Arts and Crafts Conference.

We who put together this small exhibition hope that it will serve as an impetus for additional sharing of private collections so that scholars can experience first-hand the text and visual designs of Stickley's catalogs which were so significant in their role as marketing tools for the business enterprises that Mr. Stickley (as both family and business associates addressed him) so cared about. The Craftsman Farms Foundation is happy to have been able to coordinate this exhibition as a part of its role in educating the public about the work this important man.

In addition to selections from the permanent collection of The Stickley Museum at Craftsman Farms, the exhibition includes loans from numerous collectors.

We wish to thank the following lenders:

The Crab Tree Farm Foundation
Beth Cathers
David Cathers
Peter Copeland, Trustee of The Craftsman Farms Foundation
Barbara Fuldner, Trustee of The Craftsman Farms Foundation
Tim Gleason
Michael Lehr
Cindy McGinn
Ray Stubblebine, Trustee of The Craftsman Farms Foundation

Barbara Fuldner
Craftsman Farms Foundation Trustee and Exhibition Project Coordinator.

Mr. Stickley's Catalogues

A Comprehensive Listing of Stickley Catalogues Beginning in 1900

Numbered items are those which appear in the current exhibition. Unnumbered items are known catalogues which have been included for information purposes but are not shown in this exhibition.

1900

The New Furniture from The Shop of The Tobey Furniture Co. Chicago,
The Tobey Furniture Company, Chicago.

4 ½" x 7 ¼"
Shop mark: Round "New Furniture, The Tobey Furniture Company Chicago."
Not dated. Announced in trade journal in mid-October 1900.
Note: This catalogue was publishes by the Tobey Furniture Company, showing Gustave Stickley's designs. This served as impetus for Mr. Stickley (as he was called, even by his family) to publish his own catalogues.

1 1900

New Furniture from the Workshop of Gustave Stickley,
Cabinet Maker, Syracuse NY USA

5 ¼" x 7 ⅛"
24 French-folded pages.
Back cover shop mark: Round "Gustave Stickley Cabinet Maker, Syracuse NY, U.S.A."
Not dated.
Note: This is the first catalogue that Stickley published. It was very similar to the Tobey catalogue listed above. It set the tone for the following publications.

2 1901

Chips from the Workshop of Gustave Stickley, Syracuse N.Y. U.S.A.
A Revival of Old Arts and Crafts applied to Wood and Leather

6 ½" x 10"
32 pages.
Back cover shop mark: Stickley Joiner's compass with boxed *Als ik kan* below,
Gustave Stickley Cabinet Maker Syracuse N. Y.
Not dated, but early 1901, probably January.

3 1901

Chips from the Workshops of the United Crafts, Eastwood N.Y. U.S.A.,
A Revival of Old Arts and Crafts applied to Wood and Leather.

Shown: Variation for James McCreery & Company, Representatives, Twenty-Third Street, NY.
6 ½" x 10 ¼"
32 pages.
Back cover shop mark: Stickley joiner's compass with boxed *Als ik kan* below.
Not dated: Estimated to be June 1901, dated from an order form with date.
Note: Different examples of this catalogue include different hand applied, pasted-in images.

1901

RETAIL PLATES

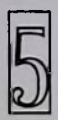
SHOWN: IMAGE OF SETTLE #173

Approximately 12" x 10 ½"
Number of plates in set: unknown.
Shop mark: Red, embossed in frame —interlocking "GS" within joiner's compass with boxed *Als ik kan* below, The United Crafts, Eastwood, N.Y.
Not dated.
Note 1: Front below image: Rubber stamped description: "Bungalow Settle No. 173." Hand-written on back: "173 Bungalow Settle/39',70',30/OAK-Frame Only, 43.00, Pillows Extra/Oak-Denim Cushion, 51.00, 2.25 EA./Oak-Tapestry Cushion, 58.50, 4.50 EA/ Oak-Tapestry Cushion, 58.50, 4.50 EA./Oak-Roan Skin Cushion/$67.50, 7.70"
Note 2: Retail plates were sent to potential customers and also used as catalogues by salesmen. Individual sheets meant that they could be customized. The item shown is the only known example that is hand-colored on heavy stock and stamped "United Crafts." A complete set of simpler plates can be seen at The Winterthur Library.

1901

THINGS WROUGHT BY THE UNITED CRAFTS

5 ½" x 7"
8 pages.
Back cover shop mark: Stickley joiner's compass with boxed *Als ik kan* below, United Crafts. A Guild of Cabinet Makers, Metal and Leather Workers.
Not dated: Very different from 1902 version; copy notes that "We will be publishing The Craftsman Magazine in October 1901."
Note: Inside text notes "As a practical aid to the movement, The United Crafts have founded a magazine, to be called 'The Craftsman' which, beginning with October 1901. . ."



1902

RETAIL PLATES

SHOWN: IMAGES OF SCREEN #110, SIDE CHAIR #1303, AND ARM CHAIR #1303-A

12 ¼" x 9 ½"
Largest known number of plates in set: 77.
Shop mark: *Als ik kan* with Stickley signature in box.
Not dated.

1902

RETAIL PLATES – W. B MOSES & SONS, WASHINGTON, D.C.

SHOWN: PLATE #102 WITH IMAGE OF GLASS CABINET/SERVING BOARD

12" x 8 ¼"
Largest known number of plates in set: 4.
Shop mark: *Als ik kan* joiner's compass with boxed Stickley below.
Not dated.
Note: This plate is the only place in which this glass cabinet appears.

7 **1902**

Things Wrought by the United Crafts at Eastwood New York

5 ¾" x 7 ⅛"
Catalogue 32 pages ; price list 4 pages.
Back cover shop mark: *Als ik kan* joiner's compass over box, "Simplicity is the one thing needful in furnishing, of that I am certain." William Morris.
Dated: "Copyright, 1902 Gustave Stickley"
Note: Unsigned copy is attributed to Irene Sargent
a. Shown: Eastwood version with price list (see below).
b. James McCreery & Co. version.

8 **1902**

Retail Price List – Things Wrought by the United Crafts at Eastwood, N. Y.

For insert in Eastwood version of Things Wrought by the United Crafts.
5 ½" x 7"
Single sheet folded over to 4 pages.
Not dated.

1902

Work & Object of The United Crafts

4 ½" x 7 ½"
Single sheet folded over to 4 pages.
Back cover: "A Three Month Subscription" advertisement for *The Craftsman.*
Shop mark: *Als ik kan* joiner's compass with Stickley signature below, all boxed.
Not dated. Text states, "The Guild publishes a monthly magazine, 'The Craftsman' now entering upon the second year of a successful existence . . ."

1903

The Simple Structural Style of Household Furniture

7" x 9"
No cover; 4 pages.
Back: Gustav Stickley, Director of the United Crafts, Syracuse, NY.
Shop mark: none.
Not dated, but thought to come out in May/June of 1903 because it includes illustrations with line-drawings which appear in *The Craftsman* in February, March and May of 1903. Also May-June of 1903 is the time that Mr. Stickley changed the spelling of his name, deleting the "e" in Gustave.
Note: The one known example of this booklet was originally owned by Charles Greene, and is now in the collection of the Gamble House."

1903

Name That Child

References have been made to this publication, but a copy has not been found as of this exhibition date.

9 **1904**

SAFECRAFT – Catalog C

Copy includes Herring-Hall-Marvin Safe Co., 400 Broadway, New York,
Gustav Stickley, Craftsman Building, Syracuse, N.Y.
7 ¾" x 4 ¾"
22 pages.
Back cover: blank.
Safecraft shop mark
Not dated.

10 1904

What is Wrought in the Craftsman Workshops,
A Brochure Published in the Interests of The Homebuilders Club,
Syracuse New York, Nineteen Hundred & Four

6 3/8" x 9 5/8"
96 pages.
Undecorated front cover.
Back cover: "The Craftsman Tag."
Shop mark: Red *Als ik Kan* joiner's compass with open Gustav Stickley signature below.
Dated: 1904.

11 1905

Cabinet Work from the Craftsman Workshops – Catalog D,
Craftsman Building, Syracuse, New York

9" x 6" horizontal layout.
130 pages
Back cover: blank
Shop mark: Round "The Craftsman Workshops Gustav Stickley" with *Als ik kan* joiner's compass
Not dated: This catalogue was announced in *The Craftsman* in February 1905.

12 1905

Hand-Wrought Metal Work in Wrought Iron Hammered Copper and Brass,
Gustav Stickley, Syracuse, N.Y.

4 ½" x 6 1/8"
3 known versions: in chronological order
a. First page mentions "Max the Blacksmith" – with folded spine – 68 pages
b. no Max –folded spine – 72 pages
c. Shown version: no Max – squared spine – 82 pages (with undated price list tipped in)
Back cover: blank on all three.
Shop mark: (on front cover) Round "The Craftsman Workshops Gustav Stickley" with *Als ik kan* joiner's compass; ; (inside) red *Als ik kan* joiner's compass with open Gustav Stickley signature below
Not dated. This catalogue was announced in *The Craftsman* in March 1905.
Note: "Max the Blacksmith" is Valentine Marks Kluge, the head of Stickley's metal shop, nicknamed "Max."

13 1905

Needle-work from the Craftsman Workshops, Syracuse, N.Y.,
Gustav Stickley, The Craftsman Workshops, Syracuse, New York

5" x 7 ¾"
62 or 64 pages
a. dark greenish gray: 64 pages
b. light gray: 64 pages, with extra rug photos.
Shop mark on front cover: Round "The Craftsman Workshop Gustav Stickley" with *Als ik kan* joiner's compass.
Shop mark on back cover: *Als ik kan* joiner's compass with open Gustav Stickley signature below.
Not dated: This catalogue was announced in *The Craftsman* in March 1905.

1906 Variation: Needle-work from the Craftsman Workshops

1906 variation of above is shown. This is essentially version "a" above except stamped on front "Twenty Nine West Thirty Fourth, New York City."

14 1905

The Craftsman's Story,
The Craftsman Cabinet Work, Gustav Stickley, The Craftsman, Syracuse, N. Y.
5 ½" x 8"
Either 28 or 40 pages. (Included in that number are an extra 8 pages of advertising – 4 in front and 4 in back of the numbered pages, with marketing messages about various aspects of the business and "Newspaper Notices" telling what readers were saying about *The Craftsman*.
Back cover: plain except for small "The Mason Press."
Shop mark: Round "The Craftsman Workshops Gustav Stickley" with *Als ik kan* joiner's compass.
Not dated: This catalogue was announced in *The Craftsman*, July 1905.

15 1905

Craftsman Furnishings,
Furniture, Leathers, Metal-Work, Fabrics and Needle-Work
Made Only by Gustav Stickley in The Craftsman Workshops, Syracuse, New York
4" x 5 ¼"
80 pages.
Back cover: blank.
Shop mark: Round "The Craftsman Gustav Stickley" with *Als ik kan* joiner's compass
Not dated: Probably came out in fall 1905 as copy notes "Craftsman Furniture, during the five years which have elapsed since it was first offered to the public. . ."

1905 or 1906 Variation: Craftsman Furnishings

As above except address: Sold in Boston Only By The Cobb Eastman Co., 111 to 112 Washington Street, Opp. Adams Sq. Subway Sta. No New York address is included.

1906 Variation: Craftsman Furnishings

Not shown. As above except: stamped on front, "Twenty Nine West Thirty Fourth, New York City."

16 1905

The Craftsman Workshops – Supplement to Catalog D,
Craftsman Building, Syracuse, New York
5 ¼" x 11"
24 pages.
Back cover: blank.
Shop mark: Round "The Craftsman Workshops Gustav Stickley" with *Als ik kan* joiner's compass.
Not dated: This is believed to have come out in fall 1905 because it was announced in *The Craftsman* in October 1905 and was the first catalogue to show spindle furniture, which was patented August 8, 1905.

17 1905

Christ Among His Fellow Men,
by Harriet Joor
5 ½" x 8"
42 pages, including several blank pages.
Three versions:
a. plain cover;
b. plain version with holiday greeting personally signed by Gustav Stickley;
c. leather covered version with plain back cover.
Back cover shop mark: *Als ik kan* joiner's compass
Dated: "Reprinted from *The Craftsman* for December 1905. Copyright 1905 by Gustav Stickley."

18 1906

RETAIL PRICE LIST, JANUARY FIRST, 1906

5 ¾" x 8"
6 pages.
Back cover: blank.
Shop mark (on front cover): Round "The Craftsman Workshops Gustav Stickley" with *Als ik kan* joiner's compass.
Dated: "January First, 1906."

19 1906

CHIPS FROM THE CRAFTSMAN WORKSHOPS
CRAFTSMAN FURNITURE, GUSTAV STICKLEY,
THE CRAFTSMAN, 29 WEST THIRTY-FOURTH STREET, NEW YORK CITY

4 ½" x 5 ¾"
48 pages.
Front Cover: photograph of Gustav Stickley.
Shop mark on front cover: Gustav Stickley signature.
Shop mark inside: Round Gustav Stickley The Craftsman with *Als ik Kan* joiner's compass.
Back cover: "Interior Hardwood Trim Co." advertisement.
Inside back: Press of the Kalkhoff Company, New York.
Not dated.

20 1906

CRAFTSMAN HAND-WROUGHT METAL WORK IN IRON, COPPER AND BRASS
MADE BY GUSTAV STICKLEY AT THE CRAFTSMAN WORKSHOPS, EASTWOOD, N. Y.,
NEW YORK, CITY SHOW ROOMS, TWENTY-NINE-WEST-THIRTY-FOURTH STREET

4" x 5¾"
64 pages.
Back cover: blank.
Shop mark: *Als ik kan* joiner's compass.
Not dated.

21 1907

CHIPS FROM THE CRAFTSMAN WORKSHOPS – NUMBER II
"NOT YE WISE MEN, THEREFORE, ARE THE TRUE INVENTORS, BUT THE FOLK"
GUSTAV STICKLEY, THE CRAFTSMAN, 29 WEST THIRTY-FOURTH STREET, NEW YORK CITY

4 ¼" x 5"
64 pages.
Back cover: describes "The Craftsman Device."
Shop mark: (front cover)*Als ik kan* joiner's compass; (back cover) Als ik kan joiner's compass with open Gustav Stickley signature below.
Not dated.

22 1907

RETAIL PLATES
SHOWN: SPINDLE FURNITURE #286, #377, #378, #384, AND #386.

11 ½" x 8 ½"
Largest known number of plates in set: 39.
Shop mark: *Als ik kan* joiner's compass with open Gustav Stickley signature below.
Not dated.

23 1907

Descriptive Price List of Craftsman Furniture,
Made by Gustav Stickley, The Craftsman Workshops, Eastwood, NY,
New York Showrooms, 29 West 34th Street.

4 ½" x 5 ½"
76 pages.
Back cover: describes "The Craftsman Device."
Shop mark: *Als ik kan* joiner's compass with Gustav Stickley signature below.
Dated January 1, 1907 (page 22)

24 1908

Craftsman Fabrics and Needlework, From The Craftsman Workshops,
Address Gustav Stickley, 29 West Thirty-fourth Street, New York.

4 ½" x 6"
106 pages.
Back cover: blank.
Shop mark: *Als ik kan* joiner's compass.
Not dated.

25 1909

Craftsman Furniture – January 1909,
Catalogue of Craftsman Furniture, Made by Gustav Stickley at The Craftsman Workshops, Eastwood, N. Y., P. O. Address, Syracuse, N.Y.

6" x 9"
128 pages.
Back cover: blank.
Shop mark: *Als ik kan* joiner's compass with open Gustav Stickley signature below.
Dated: January 1909; Copyrighted, 1909, by Gustav Stickley.
Several known versions. Catalogue covers were individualized with the identity of specific retailers, for example, "Sold in Milwaukee exclusively by The C. W. Fischer Furniture Co., 219-221-223 Second Street."

26 1909

Some Chips from the Craftsman Workshops,
29 W. 34th Street, New York and 470 Boylston Street, Boston

8 ½" x 11"
32 pages.
Back cover: blank.
Shop mark: *Als ik kan* joiner's compass with open Gustav Stickley Signature below.
Not dated: Dating estimate from copy promoting upcoming "Craftsman Homes" and example of the hexagonal table which was not seen in later catalogues.

27 1909

Craftsman Homes, by Gustav Stickley,
The Craftsman Publishing Company, 41 West 34th Street, New York City

8 ½" x 11" 205 numbered pages
Three variations:
a. leather bound (not shown)
b. buckram 1st edition (shown)
c. paper 3rd edition (shown)
Back cover: blank.
Shop mark: *Als ik kan* joiner's compass on front cover.
Dated: "Copyright, 1909, by Gustav Stickley."

28 **1909**

Authoritative and Helpful Books on Arts, Handicrafts, Nature Study, Gardening, Domestic Science, Wood Carving, General Culture,

41 W. 34th St., New York, Gustav Stickley, Editor

7 ½" x 10"
16 pages.
Order form enclosed.
Back cover: book index.
Shop mark: *Als ik kan* joiner's compass.
Not dated: Dating estimate from copy which refers to "Craftsman Homes," not "More Craftsman Homes" and makes note: "Particularly significant in relation to our attitude for the future is the fact that we are now establishing a Craftsman Village at Craftsman Farms near Morristown, N.J. Here opportunity will be provided for skilled workers and the instruction of boys whose parents desire for them a method of training along the line of The Craftsman Idea."

29 **1910**

24 Craftsman Houses With Floor Plans, 41 W. 34th Street, New York

4 5/8" x 8"
24 pages
Front cover: photograph of Gustav Stickley.
Back cover: "Craftsman House Plans" advertisement.
Shop mark: small joiner's compass.
Not dated: Dating is estimated using content in which the latest house shown was published in *The Craftsman* in June 1910.

30 **1910**

Craftsman Furniture – July 1910

Made by Gustav Stickley at the Craftsman Workshops, Eastwood, N. Y., Gustav Stickley, The Craftsman, 41 W. 34th Street, New York; 470 Boylston Street, Boston

6" x 9"
128 pages.
Back cover: blank.
Shop mark: *Als ik kan* joiner's compass with open Gustav Stickley signature below.
Dated: July 1910.

31 **1910**

The Craftsman House,

Address 41 West 34th Street, New York City

4" x 5 ¼"
32 pages.
Back cover: "The Craftsman Device" and Guarantee.
Shop mark: (on back cover device description) *Als ik kan* joiner's compass with open Gustav Stickley signature below.
Not dated.

32 **1910**

Premium Catalogue: The Craftsman,

Edgar E. Philips – The Craftsman, 41 West 34th Street, New York

4" x 5 ¼"
42 pages.
Back Cover: Advertisement for *The Craftsman* magazine.
Shop mark: none
Not dated: probably 1910 because copy mentions "great things to come in 1911"
Note: It is interesting to note that this is the only place we know of someone other than Gustav Stickley is referred to as "The Craftsman."

33 1910

CRAFTSMAN FURNISHINGS MADE BY GUSTAV STICKLEY AT THE CRAFTSMAN WORKSHOPS, EASTWOOD, N. Y., THIS PAMPHLET CONTAINS ONLY A FEW SUGGESTIONS. SEND FOR OUR LARGE COMPLETE CATALOGUE, 29 W. 34TH STREET, NEW YORK, 470 BOYLSTON STREET, BOSTON.

3 1/8" x 5 3/4"
16 pages.
Back cover: Photograph of Gustav Stickley with copy on *The Craftsman Idea* and signature.
Shop mark: *Als ik kan* joiner's compass
Not dated: Considered at least 1910 because it shows later version of hex table.

34 1912

CRAFTSMAN FURNITURE – APRIL 1912 (WITH ROOM SETTING),
MADE BY GUSTAV STICKLEY AT THE CRAFTSMAN WORKSHOPS, EASTWOOD, N. Y. (P.O. ADDRESS-SYRACUSE, N. Y.), SHOW ROOMS: 29 WEST 34TH ST., NEW YORK; 470 BOYLSTON ST., BOSTON

7" x 9"
64 pages (all versions seem the same).
Back cover: "Craftsman Furniture" advertisement.
Shop mark: Als ik kan joiner's compass
Dated: April 1912.
Note: This catalogue and others were made in an Eastern and Western Edition(both shown). Prices were generally about two dollars higher in the Western version.

35 1912

CRAFTSMAN FURNISHINGS FOR THE HOME, OCTOBER 1912,
MADE BY GUSTAV STICKLEY THE CRAFTSMAN INCORPORATED, WORKSHOPS: EASTWOOD, N. Y. (ALSO LISTS STORES IN NY, WASHINGTON AND BOSTON)

7" x 9 1/4"
64 pages.
Back cover: "House Plans for Each Craftsman Subscriber" advertisement.
Shop mark: *Als ik kan* joiner's compass.
Dated: October 1912.

36 1912

THE CRAFTSMAN (BANNER/NAMEPLATE)
24 CRAFTSMAN HOUSES (WITH FLOWERS ON COVER),
FORTY-ONE-WEST-THIRTY-FOURTH-STREET-NEW YORK

8 1/2" x 11"
32 pages.
Back cover: "Craftsman Furniture" advertisement.
Shop mark: none.
Not Dated.
Note: Number 36 and 37 both utilize the same cover artwork as used in the May 1912 issue of *The Craftsman* magazine.

37 1912

THE CRAFTSMAN (BANNER/NAMEPLATE)
(NO TITLE), FORTY-ONE-WEST-THIRTY-FOURTH-STREET-NEW YORK
(SIMILAR IN FORMAT AND COVER FLOWERS TO 24 HOUSES, SHOWN ABOVE, BUT WITH 8 HOMES)

8 1/2" x 11"
16 pages.
Back cover: "Craftsman Furniture" advertisement.
Shop mark: none.
Not dated.

38 1912
MORE CRAFTSMAN HOMES,
THE CRAFTSMAN PUBLISHING COMPANY, 41 WEST 34™ STREET, NEW YORK CITY
8 ½" x 11"
199 numbered pages.
Back cover: blank.
Shop mark: *Als ik kan* joiner's compass.
Dated: Copyright, 1912, by Gustav Stickley.

39 1912
WHAT THEY SAY ABOUT THE CRAFTSMAN
6 ¼" x 4 ½"
(To be inserted in this exhibit items #36 and #37).
Single sheet; two sided with quotes on back.
Shop mark: *Als ik kan* joiner's compass.
Not dated.

40 1913
CRAFTSMAN FURNITURE, SEPTEMBER 1913 (WITH DIFFERENT ROOM SETTING THAN 1912),
MADE BY GUSTAV STICKLEY, THE CRAFTSMAN, THE CRAFTSMAN BUILDING, 38™ & 39™ STREETS,
EAST (AT FIFTH AVE.) NEW YORK (THEN LISTS STORES IN BOSTON, MASS., WASHINGTON, D.C.
AND WORKSHOPS IN EASTWOOD, N.Y.)
7" x 9"
64 pages.
Back cover: "Craftsman Fireplace" advertisement.
Shop mark: *Als ik kan* joiner's compass
Dated: September 1913.

41 1913
CRAFTSMAN HOUSES - A BOOK FOR HOME-MAKERS, BY GUSTAV STICKLEY,
THE CRAFTSMAN PUBLISHING COMPANY, 41 WEST 34™ STREET, NEW YORK CITY
8 ½" x 11"
64 pages.
Back cover: "Craftsman Furniture" advertisement.
Shop mark: *Als ik kan* joiner's compass.
Dated: Copyright 1913, by Gustav Stickley.

42 1913
CRAFTSMAN SERVICE FOR HOME-BUILDERS
ADDRESS 41 WEST 34™ STREET, NYC, PUBLISHED IN 1913 BY GUSTAV STICKLEY
4 ¼" x 5"
32 pages.
Back cover: "24 Craftsman Houses" and Craftsman Magazine advertisement.
Shop mark: *Als ik kan* joiner's compass.
Dated: 1913.

43 **1913**

THE CRAFTSMAN FIREPLACE, SEPTEMBER 1913,
MADE BY GUSTAV STICKLEY, THE CRAFTSMAN, THE CRAFTSMAN BUILDING, 38™ & 39™ STS., EAST (AT FIRST AV.), NEW YORK, WOODSHOP AT EASTWOOD, N. Y.

8" x 10 ¾"
14 pages.
Back cover: "Craftsman Furnishings for the Home" advertisement.
Shop mark: *Als ik kan* joiner's compass.
Dated: September 1913.

44 **1913**

THE CRAFTSMAN (BANNER/NAMEPLATE)
TWO CRAFTSMAN DESIGNS FOR BRICK HOUSES, THE CRAFTSMAN FIREPLACE,
A COMPLETE SYSTEM OF HEATING AND VENTILATION,
FORTY-ONE -WEST-THIRTY-FOURTH STREET – NEW YORK

(with insert – below)
8 ¼" x 10 ¼"
12 pages.
Back cover: "Brick versus Wood and Paint" advertisement for The Building Brick Association of America.
Shop mark: *Als ik kan* joiner's compass on front cover.
Not dated, but shows House #118, introduced from June 1911, and probably published after "The Craftsman Fireplace."

45 **1913**

HOW TO OBTAIN FREE PLANS OF ANY CRAFTSMAN HOUSE
(TO BE INSERTED IN "TWO CRAFTSMAN DESIGNS" – ABOVE.) SUBSCRIBE FOR THE CRAFTSMAN MAGAZINE AT $3.00 PER YEAR, OR ACCEPT OUR COMBINATION OFFER OF THE CRAFTSMAN MAGAZINE AND MR. STICKLEY'S NEW BOOK MORE CRAFTSMAN HOMES AT $3.75.

5 ½" x 8 ¼"
Cover: blank.
No shop mark.
Not dated.

46 **1914**

$150,000 7% CUMULATIVE PREFERRED STOCK OFFERING OF GUSTAV STICKLEY,
THE CRAFTSMAN INCORPORATED AND THE CRAFTSMAN MAGAZINE INC.

4" x 9"
16 pages.
Back cover: end of copy, plus Gustav Stickley signature, with "President of Gustav Stickley, The Craftsman, Inc., (and) The Craftsman Magazine, Inc."
Shop mark: *Als ik kan* joiner's compass on front cover.
Dated: April 1914.
Note: Text lists all of the company's assets. Directs payment to 6 East 39th Street, New York.

47 **1914**

CRAFTSMAN RESTAURANT (LUNCHEON MENU),
THE CRAFTSMAN BUILDING, 38™ & 39™ STREETS, EAST OF FIFTH AVE.

4 ¾" x 8 ¼"
12 pages
Back cover: Illustration of Craftsman Building
Shop mark: Black *Als ik kan* with orange joiner's compass on front cover.
Not dated.

48 1914
Gustav Stickley The Craftsman: A Summary of Craftsman Enterprises
4 ¼" x 5 ½"
30 pages.
Back cover: What Readers Say About The Craftsman Magazine.
Shop mark: Black *Als ik kan* with orange joiner's compass on front cover.
Not dated.

1914
Woodwork and How to Finish It
Height 5 ½"
16 pages.

49 1915
The Craftsman (banner/nameplate)
Department of Interior Furnishings (blue),
The Craftsman Building, 6 East 39th Street, New York
5 ¾" x 8 ½"
36 pages.
Back cover: blank.
Shop mark: Orange *Als ik kan* joiner's compass on front cover.
Not dated.

50 The Craftsman,
published October 1901 – December 1916
Several issues of the magazine are shown.

Also Included in the Exhibition:

- 1888 Family photo marked "Gus at 30"
- 1907 Furniture Tag
  (facsimile pictured on p. 21 of *The Descriptive Price List of Craftsman Furniture, 1907)*
- 1909 *The Craftsman* Bookmark
  (for enclosure in *Craftsman Homes*)
  Note: The book mark lists 49 retailers that sell Craftsman Furniture and offers "A complete set of blue prints of any one of the Craftsman Homes described in this book may be secured absolutely without cost in connection with a subscription to *The Craftsman* magazine," suggesting that the reader "contact the company directly at 29 W. 34th Street." for this offer. Front side asks those interested in a subscription to "Write to the Craftsman, 41 West Thirty-fourth St., New York for a specimen copy."
- 1912 Furniture Tag
- 1913 Enclosure Envelope for
  "Living room in a Craftsman Home Cambridge, Mass"
  Note: The image that belongs in this folder is shown in *The Craftsman,* April 1913.
- 1914 Gustav Stickley The Craftsman Incorporated
  – Preferred Stock Certificate
- Subscription Forms from Various Years

About The Stickley Museum at Craftsman Farms

raftsman Farms, located in and owned by the Township of Parsippany-Troy Hills, is the former home of Gustav Stickley. Around 1905 Stickley moved his headquarters from Syracuse to New York City. In 1908 he began acquiring the property on what is now the western edge of Parsippany-Troy Hills where he envisioned establishing a farm school for boys. The focal point of his "Garden of Eden" was a large log house constructed of round, hewn chestnut logs that were cut from the property's woods and local stone also found on the property.

Stickley originally designed the main house at Craftsman Farms as a "club house," a gathering place for workers, students and guests. In its huge kitchen, meals could be prepared for 100 people. The living and dining rooms, reaching fully 50 feet and warmed by copper-hooded fireplaces, made ideal meeting rooms. The porch opened to a vista of the farm and brought in light and air.

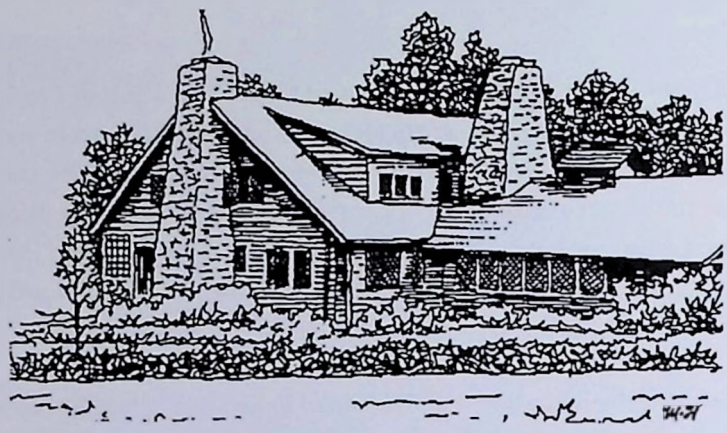
Stickley designed Craftsman Farms to be self-sufficient, with gardens for vegetables and flowers, orchards, dairy cows and chickens; the produce grown on the farm was used in the restaurant operated by Stickley as part of his furniture showroom and department store in Manhattan. Stickley commuted to his New York showroom by train from Morris Plains.

Stickley and his family lived at Craftsman Farms until he filed for bankruptcy after several years of financial difficulties. In 1917, George and Sylvia Farny purchased the property in the bankruptcy sale and their descendants lived on or owned the property until 1989. In that year, when the property was threatened with development for 52 town houses, the Township of Parsippany-Troy Hills, with the encouragement of community groups, obtained the property through eminent domain. The Craftsman Farms Foundation was then formed in order to manage the site and restore it to its 1910-1917 appearance.

The log house, built in 1911, is widely recognized as one of the most significant landmarks of the American Arts and Crafts movement and is now operated as a museum by The Craftsman Farms Foundation. The 30-acre Craftsman Farms site has been designated a National Historic Landmark. Craftsman Farms is also an Official Project of Save America's Treasures, a public-private partnership between the White House Millennium Council and the National Trust for Historic Preservation dedicated to the preservation of our nation's irreplaceable historic and cultural treasures for future generations.

The mission of The Craftsman Farms Foundation, Inc. is to interpret, restore, and preserve Craftsman Farms and the artifacts and ideals associated with Gustav Stickley and the Arts and Crafts movement and to demonstrate the continuing relevance of Gustav Stickley and the Arts and Crafts movement.

The Craftsman Farms Foundation invites you to step into this Garden of Eden and experience the only place that Stickley designed, built and lived in. It is an experience you won't soon forget.



THE STICKLEY MUSEUM AT CRAFTSMAN FARMS
2352 Route 10 West, Morris Plains, New Jersey 07950
e: info@sStickleyMuseum.org v: 973.540.0311 f: 973.540.1167

StickleyMuseum.org

This edition of Mr. Stickley's Catalogues was reprinted June, 2012

Craftsman Farms, the former home of noted designer Gustav Stickley, is owned by the Township of Parsippany-Troy Hills and is operated as The Stickley Museum at Craftsman Farms by The Craftsman Farms Foundation, Inc. The Foundation is a 501 (c)(3) not-for-profit organization incorporated in the State of New Jersey. Restoration of the National Historic Landmark, Craftsman Farms, is made possible, in part, by a Save America's Treasures Grant administered by the National Parks Service, Department of the Interior, and by support from Morris County Preservation Trust, The New Jersey Historic Trust, and individual members. The Craftsman Farms Foundation received an operating grant from the New Jersey Historical Commission. The Craftsman Farms Foundation gratefully acknowledges a grant from the New Jersey Cultural Trust. Educational programs are funded, in part, by grants from the Arts & Crafts Research Fund and PSE&G.

NEW JERSEY HISTORIC TRUST

Morris County Preservation Trust

SAVE AMERICA'S TREASURES
OFFICIAL PROJECT

SMCF23020278

Mr. Stickley's Catalogues

THE STICKLEY MUSEUM AT CRAFTSMAN FARMS
2352 Route 10 West, Morris Plains, NJ 07950
973.540.0311 StickleyMuseum.org

Second edition, reprinted June, 2012

Mr. Stickley's Catalogues
$7.00
882